

The Illinois literacy Foundation
Board Meeting Minutes
March 17, 2015
Noon
James R. Thompson Center, Room 2-025
100 W Randolph Street
Chicago, IL 60601

Present:

Michael C. Mroz, President; Dr. Roberto Castaneda, Treasurer; Heather Bookstaver Secretary; Richard Dent

Secretary of State Staff Present:

Anne Craig; Greg McCormick; Cyndy Colletti; Rachel Farrer; Kathleen Bloomberg; Bette Morreale

Not Present:

George Burciaga; Sunny Chico; Nikki Zollar; Roderick Hawkins; John Rosales; Caroline Sanchez Crozier

Welcome and Introductions

President Mroz called the meeting to order at 12:25 p.m. and called the roll. No quorum was present.

Approval of Minutes

President Mroz presented the December 16, 2014 meeting minutes. No quorum was present to approve the minutes. No comments on minutes.

Treasurer's Report

Dr. Castenda reported that the treasury has an ending balance of \$24,947.32 as of February 28, 2015.

Cyndy Colletti reported there were 409 hits on the web site in the month of February.

Old Business

President Mroz opened the discussion about building on the Board's decision to focus on pre-K literacy and the ILF strategic plan. A partnership event with CPL is scheduled for June 8th. It is titled "Take 20, Read Plenty" and it will be held at the Museum of Science and Industry. ISL will go forward purchasing the book Rosie Revere, Engineer to be handed out at that event by M. Mroz and R. Castaneda on behalf of ILF.

New Business

Several ideas were brought up to promote literacy awareness through participation in various events:

- (1) Printers Row June 6th and 7th, and possibly the Zoos where children often visit.
- (2) Dr. Castaneda will follow up with Printers Row on exact dates and time and how to get involved.
- (3) Anne talked to Richard Dent about doing a PSA, Richard wants to see the message of the PSA.
- (4) Board members discussed a Special License Plate, 2,000 people need to be willing to purchase. And a state representative needs to introduce the ILF plate into legislation. President Mroz has contacted his State Representative to take on this task. Greg McCormick informed ILF that the money generated by plates is usually low and must reach a minimum level to continue from year to year.

(5) Dr. Roberto Castaneda suggested a luncheon at the Chicago Cultural Center for business people. The luncheon would include a Speaker.

Greg McCormick told the Board the ILF organization is signed up for the Amazon Smile program which will generate 0.5% on each purchase paid quarterly if above \$5.00.

The State Fair was also mentioned to show an ILF presence.

Dr. Castaneda stated Board needs more communication between meetings, so he will create a drop box so Board members can communicate any ideas and suggestions between meetings.

Board members need to create a logo and a slogan.

Board directory needs to be updated

Adjournment

The meeting adjourned at 1:20 p.m.